LOGIC MODELS COME IN VARIOUS SHAPES AND SIZES

"**Logic models come in as many sizes and shapes as the programs they represent**"
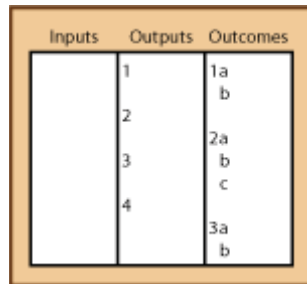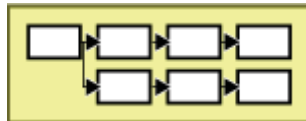[W. F. Kellogg Foundation, 2001, p. 7]

Table format. Sometimes a logic model is built as a table with lists of items in the input, output, and outcome columns. The model may include limited directional arrows to illustrate connections and relationships. It may include numbered lists to show order within a column or to indicate rows of connections across the columns.

Flow-chart format. These logic models use boxes, with lines and arrows connecting the boxes to illustrate the causal linkages. Boxes may be numbered.
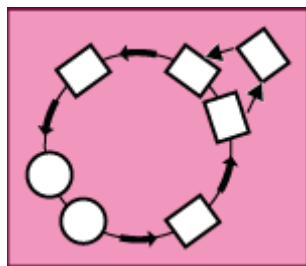
Some logic models use circles and other shapes. We've had community groups use metaphors such as oysters, trees, footprints, and an octopus to depict their programs. Individual cultural groups may prefer other forms and presentations such as circles and storyboarding.
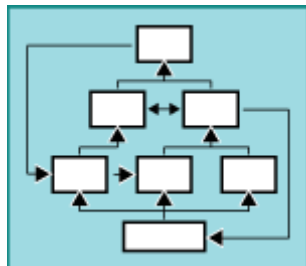
Some logic models are simple; others are complex. Some are vertical; others are horizontal
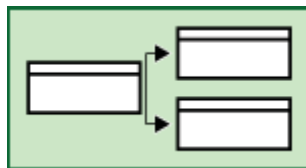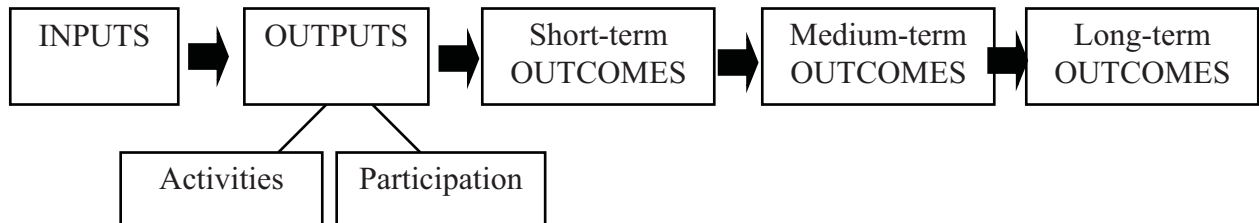
Some logic models are abbreviated and show only key components to be highlighted; some don't include assumptions, situation, or external factors; some only include outputs and outcomes.

Remember that the logic model is just a MODEL. In the effort to simplify and communicate using one page, we often produce logic models that abbreviate program complexities. Most important is that the logic model be **clear** and **understandable** to those who will use it. To capture the program theory, the logic model needs to show the logical linkages between and among elements.

- Think about who will use the logic model--to/with whom the logic model is to communicate: you or your staff, funders, administrators, elected officials.
- Settle on a graphic representation that best fits the **user** and **use.**
- Recognize that deciding on a single image that displays the program theory is often the most difficult part of developing and using a logic model.

TWO COMMON LOGIC MODEL VARIATIONS

THE UWEX LOGIC MODEL:

INPUTS	→	OUTPUTS	→	Short-term OUTCOMES	→	Medium-term OUTCOMES	→	Long-term OUTCOMES

Activities	Participation

The UWEX model divides "OUTPUTS" into activities and participation. See the online logic model course for explanation: http://www.uwex.edu/ces/lmcourse

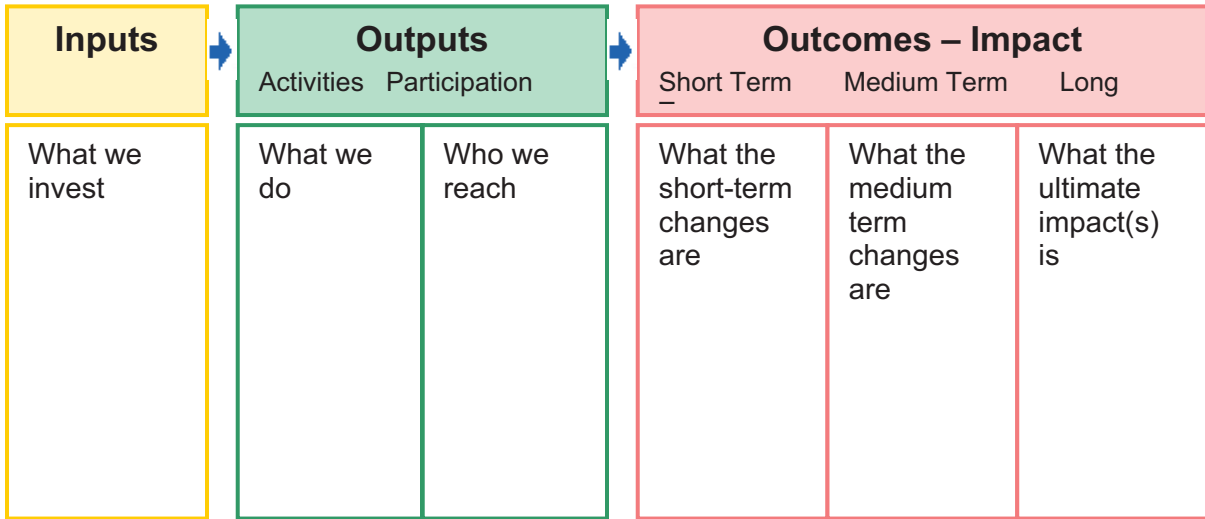### UNITED WAY AND OTHER AGENCIES MODEL

Another very common model separates activities and output and may not include "participation." This is the model typically used by United Way, Center for Disease Control and Prevention and many other agencies. It looks like the following:

INPUTS	→	ACTIVITIES	→	OUTPUTS	→	Short-term OUTCOMES	→	Medium-term OUTCOMES	→	Long-term OUTCOMES
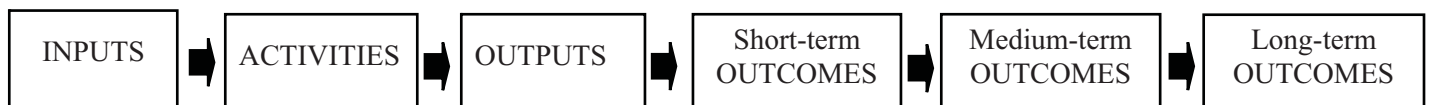
In this model, outputs are considered a "product" of the activity. For example, an activity might be "deliver services" and the output would be "# of services actually delivered." See the W.K. Kellogg Foundation Logic Model Development Guide, page 8, for explanation. In the UWEX logic model, such "products" are included as indicators of accomplishments and are measured in the evaluation plan.

COMPARING TABLE AND FLOWCHART FORMATS

LOGIC MODEL – TABLE FORMAT

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation	Short Term	Medium Term	Long
What we invest	What we do	Who we reach	What the short-term changes are	What the medium term changes are	What the ultimate impact(s) is

LOGIC MODEL – FLOWCHART FORMAT